

Research on the Influence of Negative Internet Public Opinion on the Image of Tourism Destination

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ABSTRACT

With the rapid development of the Internet and social media, the influence of online public opinion on the image of tourist destinations has become increasingly significant. If negative public opinion occurs, it will restrict the management of tourist destinations, damage the image of tourist destinations and affect tourists' choice behavior. Studying this problem is very important for the healthy development of tourism. The purpose of this paper is to analyze the causes of negative online public opinion in tourist destinations, explore its influence on the cognitive image, emotional image and overall image of tourist destinations, and put forward a series of targeted strategies to help tourist destinations effectively deal with negative online public opinion.

KEYWORDS

Internet negative public opinion; Tourist destination; Image

1 Introduction

Self-media provides the public with a way to get the public's opinions about tourism immediately and participate in the discussion. The high efficiency of public opinion dissemination makes the representative views resonate quickly, thus affecting the choice of tourist destinations by netizens. In recent years, from the "Zibo Barbecue" to the tens of thousands of people going to Harbin Ice and Snow Festival, and then to YOLO, Tianshui Mala Tang, these "phenomenal" tourism booms have significantly demonstrated the new development trend of the cultural tourism industry, which is closely related to the vigorous development of social media, especially short video platforms. However, it is worth noting that some cities are caught in the whirlpool of negative public opinion because of improper management or low service quality. These negative public opinions have dealt a heavy blow to the image of tourist destinations, which in turn will affect tourists' willingness to travel and pose a threat to the healthy development of the local tourism market.

2 The generation of negative public opinion in tourism destination network

2.1 External factor

The external factors of negative public opinion in the network of tourist destinations are mainly the changes of social environment, the new media is the channel and tool for the expansion of tourism public opinion, the enhancement of tourists' awareness of rights protection is the endogenous factor, and the changes of social public opinion environment are the environmental effects. The three factors work together to expand the scope and influence of the epidemic. When negative events occur in tourist destinations, victims often use online platforms, such as WeChat, Weibo, Tik Tok and other social media, to openly express their unfair experiences and demands, so as to attract wider social attention and sympathy. With the continuous expansion of concern groups, the scope of negative events is also growing, which eventually leads to the outbreak of public opinion crisis.

2.2 Internal factor

The internal factors of negative public opinion in the network of tourist destinations are mainly the actual problems in the scenic spots. Judging from the tourism public opinion in recent years, the overcrowded scenic spots, inadequate tourist facilities and high ticket fees have seriously affected the tourists' experience. In addition, the service quality of some tourism enterprises is uneven, and there are some phenomena such as deceptive propaganda, poor service awareness and low quality of service personnel, which further causes tourists' dissatisfaction. In addition, safety accidents and emergencies have become the focus of public concern and public opinion influence. When there is infringement, tourists can't get an effective or timely response to the local authorities' demands, and the victims will switch channels for help, make use of media network exposure and ask netizens for help to cause public opinion effect to express their demands.

3 The influence of internet negative public opinion on the image of tourism destination

Due to the fast flow of information spread on the Internet, a negative eye-catching message can often be known and

forwarded by millions of netizens in just a few hours, which may achieve the power of "numerous people are eager to win gold, accumulating destruction and selling bones". For example, during the Spring Festival this year, the soaring return ticket prices in Hainan caught many tourists off guard. "Hainan can't leave if it doesn't pit the poor." Such remarks spread rapidly on social media, which aroused widespread public concern and brought a serious image impact to Hainan.

Tourism destination image, also known as tourism image, is based on tourists' inner psychological feelings and is a comprehensive expression of tourists' views on destinations. The research on the image of tourist destination began in 1970s, and gradually gained extensive attention. Scholars divide the image of tourist destination into cognitive image, emotional image and overall image. Therefore, this paper will also analyze the influence of negative public opinion on the image of tourist destination from three aspects.

3.1 Have an impact on the cognitive image of tourist destinations

Cognitive image is the tourists' subjective impression of the tourist destination, including the natural environment, tourist resources, tourist facilities and service quality of the tourist destination. At the same time, it also includes the feelings, attitudes and expectations of tourists. When negative public opinion occurs in a tourist destination, it will first impact the cognitive image in the minds of tourists. A large number of negative comments and negative emotions in the network will constantly impact the tourists' cognitive image of the place. Once the negative perception image is significantly enlarged, the positive image that tourists used to build in their minds will gradually turn into a negative image. If the public opinion events are not handled properly, tourists are likely to give up choosing this place as a tourist destination, which will have a negative impact on the tourism industry in this place.

3.2 Have an impact on the emotional image of the tourist destination

The emotional image of a tourist destination is the degree of tourists' preference for the place. Tourists' choice of tourist destination is more based on emotional needs, and the pleasure attribute of tourism is the fundamental attribute that tourists pursue. When tourists have emotional preference for a certain tourist destination, they will tend to choose it as their destination. If the negative events in this place cause emotional harm to tourists, it will hit the tourists' emotional image of this place. This kind of blow and loss is often difficult to repair in a short time.

3.3 Have an impact on the overall image of tourist destinations

The overall image of a tourist destination is a complex composed of many different elements, including the unique charm of the tourist landscape, the comfort and convenience of the tourist market environment, the service quality and professionalism of the main body of the tourist enterprise, and the management and planning level of the tourist destination government. Some scholars have pointed out that the emotional image of a tourist destination is a vital part of its overall image, and the reduction of emotional image will directly lead to the reduction of the overall image. However, when the influence of negative public opinion only involves one or several subjects (such as tourism enterprises or tourist attractions), it may not obviously affect the overall satisfaction and emotional attitude of tourists to the whole tourist destination.

4 Strategies and suggestions for tourist destinations to deal with negative public opinion on the Internet

Internet negative public opinion tests the coping ability of tourist destinations. When negative events become the focus of public opinion, the response measures and attitudes of government departments or involved subjects (such as tourism enterprises, scenic spots, hotels, etc.) are closely monitored by the Internet. Any improper, incomplete or untimely behavior may lead to further deterioration of the public opinion environment. Therefore, after the Internet public opinion crisis, it is particularly important for the government to take timely and effective strategies to deal with the crisis. Combined with the previous domestic tourism network public opinion crisis, most tourist cities have insufficient strategies to deal with negative online public opinion, but the processing mode of cultural tourism departments in some cities can be called the industry template. Therefore, when dealing with negative online public opinion, it is necessary for government departments to improve from the following aspects:

4.1 Strengthen the supervision and management of the tourism market

The emergence of negative news about tourism network is basically that products and services in the tourism market can't protect the basic rights and interests of customers, and even some tourism enterprises operate illegally, which has caused great harm to the vital interests of tourists. In view of such problems, on the one hand, the relevant departments need to strengthen market supervision, so as to nip in the bud and avoid taking action after the problem is enlarged, thus falling into a passive situation. Tourism destinations should comprehensively and effectively run through the whole tourist experience process and comprehensively rectify the tourism market; On the other hand, it is necessary to strengthen traffic management, do a good job in safety supervision, optimize the information release mechanism, and

improve the daily service measures such as the tourism consulting service system, so as to improve the service quality of tourist destinations in an all-round way, meet the psychological expectations of tourists, and effectively control and channel the negative public opinion of tourism.

4.2 Establish an early warning mechanism for online public opinion

The early warning of online public opinion refers to the effective actions taken to guide the resolution and response to the crisis during the period from the appearance of symptoms to the beginning of the crisis. The deviation of online public opinion is an irrational social psychological reflection in ideology. Establishing an early warning mechanism for online public opinion can quickly control online public opinion. Government departments should pay attention to online information, especially online negative news, set up special institutions to supervise online information, pay attention to negative public opinion as soon as possible, and judge the trend of public opinion. We should regulate and control online negative news at the early stage to prevent the situation from expanding.

4.3 Timely public relations in the face of negative public opinion

The essence of public opinion handling is similar to that of crisis public relations, both of which pay attention to the "golden handling period". In the face of the outbreak of negative public opinion on the Internet, we should curb the spread of negative news on the Internet. On the one hand, government departments should quickly grasp the truth of the facts, make timely responses, carry out crisis public relations, reduce the opportunities for online media to exaggerate hype and save the image of tourist destinations; On the other hand, the relevant departments should quickly formulate countermeasures, punish illegal enterprises or personnel involved according to laws and regulations and publish the results, and sincerely apologize to tourists. If necessary, they should give tourists material compensation to avoid emotional and irrational regional attacks by the public, and guide tourists and the public to regain their confidence in the tourism market. For example, when Harbin successfully counterattacked the "refund" incident, it took proper measures to make tourists feel that their voices were heard and their needs were taken seriously. Through rapid official response, sincere public apology and actual rectification actions, it not only resolved tourists' dissatisfaction, but also made Harbin tourism continue to heat up.

4.4 Cultivate public opinion leaders and guide positive publicity

Public opinion leaders can often informally influence others' attitudes or change others' behaviors to a certain extent. They are authoritative figures or representatives of institutions and government officials in a certain field, and generally have more access to information media or more information sources than others. When the negative public opinion on the Internet breaks out, most audiences will be confused by these public opinions, so the role of public opinion leaders is very important. Public opinion leaders can play a leading role, promote the rationalization of online public opinion, effectively avoid excessive exaggeration and hype of online media and the spread of irrational emotions of netizens, thus ensuring that negative news online public opinion is correctly and effectively guided.

After dealing with the crisis of online public opinion, the relevant departments of tourist destinations need to pay attention to tourists' image cognition of tourist destinations, take the initiative to attack and guide the tourism image restoration work before the storm of negative news has completely subsided, and actively convey positive information through multi-channel media platforms and publicity means to eliminate the impact of negative news. Actively learn from the propaganda strategies and experiences of other successful tourist destinations, including how to deal with similar public opinion crisis, how to establish a good interactive relationship with tourists, and how to create a unique brand image.

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